- Cereal producers latch on to 'cable for kids'
- House approves copyright bill by big margin
- TBS, NFLPA sign agreement; lawsuits loom
- WIC national gathering zeroes in on context

CableVision

The news and features weekly of the cable television industry October 11, 1982 $3.00

10/7/82
C8920-2

Jerry Harvey directs the homegrown hit

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CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

'Alive & Well' in good shape now

CableVision October 11, 1982. Volume 8, Number 6

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Craig Leddy

WTBS President Robert Wussler

Turner games

The striking professional football players announced their agreement last week with Turner Broadcasting System, allowing TBS to televise a potential 19 all-star games. The accord is covered by a blanket of possible lawsuits. **Leading the week, pages 13-20.**

Copyright passage

The House of Representatives approved the cable copyright bill (H.R. 5949) by a 347-53 margin. In the Senate, sports interests are pushing for a blackout amendment that could undermine the compromise on the legislation. **Leading the week, pages 13-20.**

Videotex unveiling

CBS and AT&T displayed their experimental videotex project in Ridgewood, N.J., last week. The project is a telephone-based operation, but the ramifications for cable are many. **Leading the week, pages 13-20.**

Bright star

In the first nationwide test of a pay-per-view movie event, *Star Wars* garnered high buy rates in STV and cable systems. A number of operators, however, have expressed concern about possible customer erosion due to the picture's simultaneous theatrical exhibition. **Leading the week, pages 13-20.**

Sacramento winner

In a 9-4 vote last week, United-Tribune was awarded the Sacramento, Calif., franchise. It took nine ballots to come up with the ultimate winner. **Leading the week, pages 13-20.**

Context examination

Women In Cable used its national gathering to explore "Cable in Context." The Philadelphia meeting was keynoted by Gustave Hauser, Warner Amex chairman. **Leading the week, pages 13-20.**

Disney discussions

Alan Wagner, The Disney Channel president, provided a New York audience with future plans of his organization and a few comments about its divorce from Group W. **Leading the week, pages 13-20.**

Packaged news

Video Newscasting Network, a New York-based service that produces videocassettes of broadcast industry news, plans to launch a similar edition for the cable industry. **Page 23.**

Crunchy dollars

Cap'n Crunch, Tony the Tiger and other animated hawkers are bringing their sugar-coated sales pitch to heretofore ad-free children's programming on cable. **Page 30.**

Cable: The winner

Addressability and pay-per-view will help cable dominate the field of alternative technologies in the long run. That is according to a new report from Morgan, Olmstead, Kennedy & Gardner. **Page 55.**

Renewed interested

Franchise renewal — a favorite subject of the cable industry — is becoming a more familiar topic in the lawmaking arena as states, local governments and even Congress attempt to find an orderly method for continuing cable service. **Page 65.**

About the cover

Vera Anderson, a Los Angeles-based photographer, provided this week's cover of Jerry Harvey in MGM's film vaults.

This week in PLUS

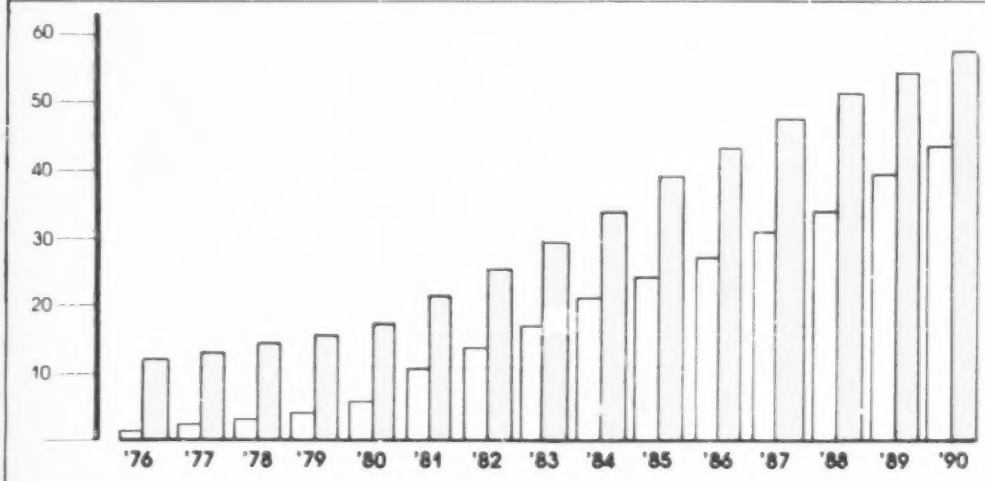
The outlook for Group W's Z Channel was said to be dim when HBO, The Movie Channel and Showtime rolled into town. Instead, Z Channel fans keep growing in number and the newcomers have a long way to go to catch up. Los Angeles Bureau Chief Eric Taub visited with Jerry Harvey, the mastermind behind the popular homegrown pay service. USA Network's variety and health show is *Alive & Well,* thank you, but keeping the show in shape was an exercise that strained producers and stars alike. It's a story that could only be told of cable TV, where the creators have time to keep mixing and changing until they get the formula right. A cable mainstay has a new look, a new name and a renewed mission. The Appalachian Community Service Network became The Learning Channel at the Eastern Show in September and it wants to prove that video education can be more than another "Sunrise Semester." **Pages 31-54.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58 900 000	62	43 700 000	46
1989	54 988 000	59	40 076 000	43
1988	52 098 000	57	36 560 000	40
1987	49 280 000	55	33 152 000	37
1986	45 656 000	52	29 852 000	34
1985	40 467 000	47	25 830 000	30
1984	35 448 000	42	21 944 000	26
1983	30 636 000	37	18 216 000	22
1982	26 016 000	32	14 634 000	18
1981	22 596 000	28	11 804 000	14
1980	18 672 000	24	7 780 000	10
1979	16 023 000	21	5 341 000	7
1978	14 155 000	19	2 980 000	4
1977	13 194 000	18	1 466 000	2
1976	12 094 000	17	565 000	1

Pay/basic subscriber counts for 1980-1990 are projections

Legend: Pay Subs ☐ Basic Subs ☐



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) ... 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982

National cable advertising

This chart lists national advertising sales by the basic cable networks during August 1982.

Network/Client	Status
ARTS	
Norcliff Thayer	New client
Procter & Gamble	New client
Weight Watchers	New client
Cable Health Network	
Norcliff Thayer	New client
Procter & Gamble	New client
Weight Watchers	New client
CBN Cable Network	
Allen Products	New client
American Express	New client
Citicorp	New client
Corning Glass	New client
Dart & Kraft	Renewal
Eastman Kodak	New client
Formbys	Renewal
Gillette	New client
Hanes	New client
Jeffrey Martin	New client
Nabisco	New client
Nestle	Renewal
Procter & Gamble	Renewal
Reynolds Metals	New client
Richardson-Vicks	Renewal
Selchow & Righter	New client
Sterling Drugs	New client
Sunkist	New client
Trans-World Airlines	New client
CBS Cable	
AT&T	New client
Saks Fifth Avenue	New client*
CNN/CNN Headline News	
Allied Corporation	New client
Aloe Butter	New client*
AMC	New client
American Gas Association	New client
Beaird-Poulan	New client
British Airways	New client
Comfort Glow	New client*
Conoco (Du Pont)	New client
Consumer Union	New client
Eastman Kodak	Renewal
Esmark	New client
E-Z Painter	Renewal
Florida Citrus Commission	Renewal
Ford (Lincoln-Mercury)	Renewal
Hagger Slacks	New client
H.J. Heinz	New client
Home Box Office	Renewal
J.C. Penney	Renewal
Jeffrey-Martin	New client
Lowe's Kitty Litter	New client
Maxell	New client
Nabisco	Renewal
Precision Tune	New client*
Procter & Gamble (Lava Soap)	Renewal
Reader's Digest	New client
Sears	Renewal
Tandy (Radio Shack)	New client
Time-Life	Renewal
Union Carbide	New client
Wang	Renewal
Warner Communications(Atari)	Renewal
Weight Watchers	New client
Women's Day	New client
Daytime	
General Mills	New client
Golden Grain Macaroni	New client

Cable stats

Network/Client	Status
H.J. Heinz	New client
Manufacturers Hanover Trust	Renewal
Norelco	New client
Sears	Renewal
Weight Watchers	New client
ESPN	
AMCA International	New client
Allstate Insurance (Sears)	New client
American Insurance	New client*
American Motors	New client
Beaird-Poulan	New client
Black & Decker	New client
Castrol Motor Oil	New client*
Conoco	New client
Dover Downs Internat'l Speedway	New client*
The Gap	New client
Holly Farms	New client*
McDonald's	New client
Precision Tune	New client
Saks Fifth Avenue	New client
Scott's Liquid Cold	New client
Singapore Airlines	New client
Soloflex	New client
U.S. Games	New client*
Financial News Network	
Andrew Peck	New client
Capital Preservation Fund	Renewal
Computract	Renewal
Dow Jones Publication	Renewal
Forbes	Renewal
International Trading Group	Renewal
Lloyd Bank of California	Renewal
Lowes	New client
Merrill Lynch	Renewal
Remote Computing	New client*
Wellington	Renewal
WFI	Renewal
SNC	
Ace Hardware	Renewal
American Fur Industry	Renewal
American Motors	Renewal
Charles Schwab	Renewal
Chrysler	Renewal
Comerco (Olympic Paints)	Renewal
Corvo Wines	Renewal
Ford	Renewal
General Motors (Chevrolet)	Renewal
Kraft	Renewal
Tandy (Radio Shack)	New client
United Van Lines	Renewal

Network/Client	Status
SIN	
Bayer	New client
Campbell Soup	New client
Eastman Kodak	New client
Faberge	Renewal
General Mills	Renewal
J.C. Penney	New client
Quaker State Oil	New client
Sears	New client
Timex	New client
Union Carbide	New client
Warner Lambert	New client
Western Union	New client
SPN	
AMF	Renewal
Business Week	Renewal
Candie's Shoes	Renewal
Ce Soir	Renewal
Chanel	Renewal
Cheesborough Pond	Renewal
Consumer Reports	Renewal
Cuisinart	Renewal
Dow Jones	Renewal
Estee Lauder	Renewal
Exxon	Renewal
Ford	New client
International Diamond	Renewal
Israel Airways	New client*
Kimberly-Clark	Renewal
Lysol	Renewal
Maxell	New client
Mennen	Renewal
Moosehead Beer	Renewal
Nautilus	Renewal
Nikon	New client
Now Magazine	New client*
Parents' Magazine	New client
Pentel	Renewal
Pollenex	Renewal
Pop Flute (Golf Equipment)	New client*
Preparation H	Renewal
Saffire & Brooks	New client*
Sears	Renewal
Simpson Hair Products	New client*
Sporting News	Renewal
Standard & Poor's	Renewal
Travel Holiday Magazine	Renewal
TWA	Renewal
Time-Life	Renewal
Union-Carbide	Renewal
Vaseline	New client
Video Magazine	New client
Villa Biaachi Wine	Renewal
Vogue Patterns	New client*

Network/Client	Status
Windjammer Cruises	Renewal
USA Network	
AMF (Ben Hogan Golf Clubs)	New client
Aquafilter	New client
Beaird-Poulan	New client
Campbell Soup	New client
Cella Wines	New client
Comfort Glow	New client
CPC International (Hawaiian Punch)	New client
Esmark (Playtex)	New client
The Gap	New client
General Mills	New client
General Motors (Pontiac)	New client
Mita	New client
Saks Fifth Avenue	New client
Searle (Pearl Drops)	New client
Sears	New client
Sharp Electronics	New client
Soloflex	New client
Tandy	New client
Texas Instruments	New client
U.S. Games	New client
The Weather Channel	
American Fur	New client
General Motors (Chevrolet)	New client
Goodyear	New client
London Fog	New client
WTBS	
Anheuser-Busch	Renewal
Ashland Oil	Renewal
Budget Rent-A-Car	New client
Canon	Renewal
Europecraft	New client*
Greyhound	Renewal
HBO	Renewal
Kodak	Renewal
Kraft	Renewal
L'eggs	Renewal
Leisure Dynamics	Renewal
Levi Strauss	New client
Mobile	Renewal
Morton Norwich	Renewal
Norcliff & Thayer	New client
Pocketbook	Renewal
RCA	Renewal
ServiStar	Renewal
Steckon & Richter	Renewal
Warner Comm. (Atari)	Renewal

*designates new to network advertising

Top 20 systems

Rank	Location	Operator	Subscribers	
1	San Diego, Calif	Cox Cable	218,902	(6/82)
2	Santa Monica (L.A. area), Calif	Group W Cable	187,690	
3	Manhattan, N.Y.	ATC	159,225	(6/82)
4	Oyster Bay (Long Island), N.Y.	Cablevision Systems	156,000	(5/82)
5	West Orange, N.J.	Maclean Hunter	140,457	
6	San Antonio, Texas	Rogers-UA Cablesystems	128,255	
7	Wayne, N.J.	Rogers-UA Cablesystems	106,900	
8	Tulsa, Okla.	United Cable	101,272	
9	Erie County, N.Y.	Prime Cable	96,000	
10	Audubon, N.J.	NYT Cable	94,777	
11	San Jose, Calif.	Gill Industries	91,954	
12	Tidewater, Va.	Cox Cable	86,973	(7/82)
13	Austin, Texas	ATC	83,500	(6/82)
14	Central Islip, N.Y.	Viacom	82,603	
15	Orlando, Fla.	ATC	80,450	(6/82)
16	Seattle, Wash.	Group W Cable	77,840	
17	Jefferson Parish/Kenner, La.	Cox Cable	75,991	(7/82)
18	Toledo, Ohio	Buckeye Cablevision	74,628	
19	Manhattan, N.Y.	Group W Cable	73,957	
20	Honolulu, Hawaii	ATC	71,000	(6/82)

Note: Subscriber counts for MSOs and systems are as of 9/82 unless noted otherwise

Top 20 MSOs

Rank	Multiple System Operator	Subscribers
1	American Television and Communications	1,949,525 (8/82)
2	Tele-Communications Inc.	1,900,000 (3/82)
3	Group W Cable	1,759,921 (8/82)
4	Cox Cable Communications	1,164,400 (8/82)
5	Storer Cable Communications	1,063,041
6	Warner Amex Cable Communications	1,000,000
7	Times Mirror	715,754
8	Newhouse Broadcasting[1]	646,277
9	Rogers-UA Cablesystems	560,000
10	Viacom Cablevision[2]	543,098 (7/82)
11	Continental Cablevision	532,000 (8/82)
12	United Cable Television Corp.	504,324
13	Sammons Communications	502,152
14	TeleCable Corp.	354,500
15	Capital Cities Cable	308,358
16	General Electric Cable Corp.	300,000
17	Heritage Communications	254,761
18	Comcast Corp.	249,834 (7/82)
19	Cablevision Systems Development	242,000 (7/82)
20	Liberty Communications	220,266 (7/82)

[1]Includes MetroVision, NewChannels, Vision Cable
[2]Includes 40% ownership in NorCal Cable